**Advanced Digital Marketing**

1. **Marketing Automation & Platform Integration**
   1. Introduction to Marketing Automation (HubSpot, Marketo, ActiveCampaign)
   2. CRM Integration & Lead Nurturing Workflows
   3. Multi-Channel Campaign Automation
   4. AI-Powered Customer Segmentation and Personalization
2. **E-Commerce & Online Marketplaces**
   1. E-Commerce Platforms Overview: Shopify, WooCommerce, Magento
   2. Setting Up Online Stores & Payment Gateways
   3. Marketplace Marketing: Amazon, Jumia, Etsy
   4. Dropshipping & Fulfillment Strategies
   5. E-Commerce SEO & Conversion Optimization
3. **Conversion Rate Optimization (CRO) Techniques**
   1. Understanding Customer Journey & Funnel Analysis
   2. A/B & Multivariate Testing (Google Optimize, Optimizely)
   3. Landing Page Optimization & UX Enhancements
   4. Behavioral Analytics & Heatmaps (Hotjar, Crazy Egg)
   5. Using AI to Predict and Boost Conversions
4. **Engineering AI-Powered Marketing Operations**
   1. Leveraging AI in Marketing Strategy & Decision-Making
   2. AI Tools for Predictive Analytics & Customer Insights (Google AI, IBM Watson)
   3. Chatbots & Conversational Marketing (ManyChat, Drift)
   4. AI for Content Creation & Curation
   5. Automating Campaign Optimization with Machine Learning